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MUSEUMS & CULTURAL AFFAIRS

The City of El Paso Museums and Cultural Affairs Advisory Board (MCAAB)  
Thursday – March 28, 2013 – 4:00 p.m.  
El Paso Museum of History, Seminar Room

MINUTES

1. **Call to Order and Roll Call.** Meeting was called to order at 4:02 p.m.

Roll Call	Board Member	Present	Absent
	Francesca Alonso	X	
	R. Katherine Brennand	X	
	Estrella Escobar		X
	Bernice Gregory	X	
	Jeannine Kennedy	X	
	Ann F. Kruzich	X	
	Lilia Limon		X
	Daniel Longoria		X
	Marina Monsisvais		X
	William Moody		X
	Susan Novick	X	
	Isela Ocegueda		X
	Elia Perez	X	
	Carina Ramirez	X	
	Jane B. Thomas	X	

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Others present: Sean McGlynn, Julia Bussinger, Patrick Shaw-Cable, Barbara Angus, Kaycee Olsen and Misty Castaneda.

2. **Call for Public Comment.** None.

3. **Discussion and Action on Approval of Minutes for February 21, 2013.** Elia Perez assisted in carrying out the action items in the absence of the Chair. Carina Ramirez moved to approve the minutes of the last meeting on February 21, 2013, as presented. Susan Novick seconded; all members voted in favor, none opposed, and motion passed unanimously.

4. **Introduction of New Board Member.** Elia began by introducing Dr. Bernice Gregory to the board, and introductions were made around the table.

5. **Museum Reports.** Patrick Shaw-Cable began by updating members on recent hires for the Curator of Education, Clerical Assistant and Librarian. He continued with exhibition programming and an overview of the Biennial, to include logistics such as artist selection and prizes. Mentioned that the permanent collection gallery, the Richard and Frances Mithoff Gallery, was reconfigured to create a more cohesive and open space. Education programs have been very successful, including Kidspalooza, book club, new docent training, Spring Break studio art camps, Texas Tech School of Architecture lecture, zip tour of Gene Flores exhibition and a lecture by Santiago Espinosa De Los Monteros, an expert on Mexican art. Recent mass mailing efforts brought in a combined 410 new memberships, with memberships increasing about 40% over the past year. Received support for a pre-k program for children aged 3-5 from the Boeing Company, received funding from Texas Commission on the Arts to test a pilot project for pre-k children and their caregivers, requested \$32,200 to fund part of the exhibition fee and related programming for 'Vanishing Ice' exhibit.

Julia Bussinger began by reminding members the Poppies Fest was held at the Archaeology Museum on March 25<sup>th</sup>, but had to close around 3pm due to inclement weather. Attendance was counted at 1,841 as opposed to 10,000 in previous years. She suggested that the program needed to be changed up as a means to increase attendance. Archaeology Museum Curator will start on April 9<sup>th</sup>, and joins us from Costa

Rica. He comes with much archaeology and museum experience. Julia continued with History Museum programming and exhibit openings. 'Heritage of Faith: Mission of Hope: History of the Diocese of El Paso' opens April 11<sup>th</sup>, and 'Charrería: The Artisanry of Mexican Equestrian Culture' opens on April 4<sup>th</sup>. Reported that Kidspalooza was very beneficial for the museum, and there was special programming for that event. Actively working on the grand re-opening of the El Paso Museum of History in the fall of 2014. Julia opened the floor for questions, there were none, and she concluded her reports.

**6. Discussion and Action on EPMH Acquisitions.** Barbara Angus presented two groups of acquisitions for approval by the board. She began with a large color photograph of the 1975 City Council, which included the first woman ever elected to Council. Image was provided for review and consideration via a PowerPoint slide. Vice-Chair requested a motion to approve the accession. Carina Ramirez so moved; Katherine Brennand seconded; all members voted in favor, none opposed, and motion passed unanimously.

The second acquisition was a group of items that are related to charrería here in the El Paso/Juarez region. Items included a framed poster from the 70's of a charro group that went down into Mexico and competed at a competition, a woman's cotton muslin embroidered blouse, a wool charro jacket of the working tradition, a felt sombrero and 2 rebozos, one striped and one woven. Images were provided for review and consideration via a PowerPoint slide. Vice-Chair requested a motion to approve the accession. Carina Ramirez moved; Katherine Brennand seconded; all members voted in favor, none opposed, and motion passed unanimously.

**7. Discussion and Action on Revisions to KickstArt Downtown Funding Program Guidelines.** Kaycee Dougherty, Downtown Arts District Coordinator, began by explaining the KickstArt Downtown Funding Program is event funding started about 2 ½ years ago. It is a 3-year program for signature events downtown, funded by the Hotel Occupancy Tax. The funds go into tourist-driven events such as the Plaza Classic Film Festival, Neon Desert Music Festival, Sun City Pride, El Paso Marathon, Kidspalooza, Street Fest, Taste of El Paso and Mexican Food World Cook-Off. Mentioned there has been a 66% increase in events downtown since the inception of KickstArt Downtown. Explained to members that according to a study conducted by the NEA, 10 years of support from local government agencies is crucial for securing long-term success and sustainability for our community festivals. Requested to change guidelines and a PowerPoint presentation was provided for review and consideration. Changes would allow successful events to re-apply for funding with a supplemental application that provides evidence of: contribution to the community's identity, local economy, increased hotel occupancy and civic engagement. Events should have demonstrated professional development and a sense of community for artists, as well as function as a gateway to new arts and culture activities. Kaycee opened the floor for questions and general discussion followed. Katherine Brennand moved to approve; Susan Novick seconded; all members voted in favor, none opposed, and motion passed unanimously.

**8. 'Power of Play' Presentation.** Sean McGlynn began by explaining to members that he was doing a lot of research with his team in trying to pave the way to do an RFP for a business planning firm to come in and work with us to develop a business plan around the Children's Museum. The goal is to figure out what it will take to own a facility that will be a community asset and a tourist driver at the same time. Mentioned that members of the board would be needed to serve in a capacity of planning and development for the facility, along with needing the board for recommendations to City Council. He further explained that a really important idea generated by children's museums these days is the power of play. Added that we are seeing the loss of playtime in our society as a whole, and that is the fundamental tool that children use to learn. Provided two videos for review and consideration by members, and opened the floor for questions. General discussion followed, and Sean concluded his presentation.

**9. Adjournment.** Vice-Chair requested a motion to adjourn. Jeannine Kennedy moved to adjourn; Francesca Alonso seconded; all members voted in favor, none opposed, and motion passed unanimously. Meeting adjourned at 5:23 p.m. Next meeting scheduled for April 18, 2013.

Approved for content by:  
Isela Ocegueda, Chair

Respectfully submitted by:  
Misty Castaneda, Administrative Assistant  
Museums & Cultural Affairs Department

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